fashion calendar

## 29th year · issued weekly

JANUARY	FEBRUARY	MARCH	APRIL
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
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MAY	JUNE	JULY	AUGUST
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SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
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21 22 23 24 25 26 27	19 20 21 22 23 24 25	16 17 18 19 20 21 22	21 22 23 24 <b>25</b> 26 27
28 29 30	26 27 28 29 30 31	23 24 25 26 <b>27</b> 28 29	28 29 30 31
	202/202/303	30	20 27 30 31

## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader ... Ruth Finley, Editor.

WHERE DATE WHAT'S GOING ON GIVEN BY

	WEEK BEGINNI	ING MONDAY, MARCH 31, 1969	
March 31	KNIT COLLECTION	AMBA KNITS FOR JUNIOR SOPHISTICATES er continuous. Contact: Fl	SHOWROOM - 4TH FLOOR
Monday March 31 2:30 P.M. Champagne	Jan Strass will introduce	STRASS BOUTIQUE COUTURE (829 MADISON) her boutique couture coll fabrics. By invitation.	ection, featuring late-
Monday March 31 6:00 P.M.	PRESS PREVIEW: MEN'S WEAR Spring-Summer collection Publicity: Marsha Gerber,	by Rupert Lycett-Green. F	905 MADISON AVENUE AT 72ND STREET By invitation.
Beginning Monday March 31	IEATHER FASHIONS AND FAKE FURS Showing of early group.	GOLET By appointment. Contact:	225 WEST 37TH STREET SHOWROOM - 12TH FLOOR Murray Gross, LA.4-5511.
-	LATE SUMMER AND ADVANCE FALL By appointment. Contact:	LEO NARDUCCI Janet Bonomo, 594-5660.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday March 31	DON SIMONELLI	SAINT JOSEPH ppointment. Contact: Bern	SHOWROOM - 8TH FLOOR
Beginning Monday March 31	KNIT COLLECTION Double-knit wool dresses	YOUNG MODES BY SUSUMU and costumes. Contact: Ha Contact: Robert Michael	SHOWRCOM - 14TH FLOOR rry King, WI. 7-1643.
April 1	COLLECTION	SEYMOUR FOX r by appointment. Contact	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR : LO. 4-3246.
Tuesday April 1 4:00 P.M. Cocktails	AND LOUNGEWEAR Beach, patio and loungewe	ARTEX (149 MADISON AVENUE) ar fashions for Summer. A Publicity: Rea Lubar, 27	BRAZILIAN CONSULATE 551 FIFTH AVE45 ST. lso, early Fall 9-0790.
Tuesday April 1	PRESS PREVIEW: "IMPORTIQUE"	LORD & TAYLOR	3RD FLOOR

A new shop for exclusive imported fashions and accessories. By in-

vitation. Publicity: Jeri Savidge, WI. 7-3300.

5:30 P.M.

1			
DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 1	PREVIEW OF FASHIONS BY PERTEGAZ	BERGDORF GOODMAN	2ND FLOOR
3:00 P.M.	Spring and Summer collect Publicity: Susan Fine, PL		y invitation.
Beginning Tuesday April 1	EARLY FALL COLLECTION Continuous showings Con	GREGG DRADDY tact: Joanne Olson, IW. 4-	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
While I	Continuous showings.	oaco, ocamic cassily and	
Beginning Tuesday	OPENING OF FALL KNITWEAR	MALLORY KNITS	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
April 1	Sportswear and dresses de Contact: WI. 7-4406.	signed by Nan Herzlinger.	By reservation.
Beginning		MR. THOMSON	1410 BROADWAY
Tuesday April 1	FALL SPORTSWEAR Continuous showings. Con	tact: Roberta Nasta, WI. 7	SHOWROOM - 22ND FLOOR 7-6700.
Beginning	OPENING OF FALL CAPSULE COLLECTION	PETTI 4'S	498 SEVENTH AVENUE SHOWRCOM - 17TH FLOOR
Tuesday April 1	Continuous showings. Con	tact: CH. 4-3558.	blowloom - I/III Floor
Wednesday	FASHION SHOW	GENO FOR LOUIS GOLDSTEIN	BARBETTA RESTAURANT
April 2 12:30 P.M. Luncheon	"Coats from Dawn to Dusk" Publicity: Ellen Perl, TE	. Reservations (\$5.95): 0	I. 6-9171. Barbetta
April 3	PASSOVER (April 3-10). B	egins at sundown April 2	
Saturday	ANNUAL SHOWING	INTERNATIONAL AUTOMOBILE SHOW	N.Y. COLISEUM
April 5- April 13		andy Sprung, 331 Madison A	
-	EASTER SUNDAY F	ASHION SHOWINGS IN NEW YOR	K CITY
Sunday	EASTER FASHION	THREE DESIGNERS	HOTEL PLAZA
1 1227 6	CHOLI TIMOHEOM		TEDDACE & DEDGTAN BMG

-	A SEP SECTION AND PROPERTY OF THE SECTION OF THE SE	EASTER SUNDAY FASHION SHOWINGS IN NEW YORK CITY
	April 6 12:30 P.M.	EASTER FASHION THREE DESIGNERS HOTEL PLAZA SHOW LUNCHEON TERRACE & PERSIAN RMS. Fashions by Kasper for Joan Leslie; furs by Reiss & Fabrizio; hats by Emme. Price: \$12.00. Reservations: Banquet Dept., PL. 9-7010. Fashion Show Director: Mary Alice Rice, PL. 2-5726.
	April 6 1:00 P.M.	EASTER BENEFIT  EMBA MINK BREEDERS ASSN; HOTEL PLAZA  FASHION SHOW  ELIZABETH ARDEN  GRAND BALLROOM  "Forecast: The Fur & The Face"preview of Fall fashions in American mink; and the "Tuscan Beauty" look for '69. Produced by Edith Berke, AX.1-8180.  EMBA: Virginia Casey, 736-9516. Elizabeth Arden: Nancy Saxton, TE.8-7262.  Prices: \$22.50; \$15.00 (under 18). Contact: Easter Seal Comm. 777-1120.
	April 6 11:00 A.M.	EASTER SUNDAY  VARIOUS  MANUFACTURERS  PEACOCK ALLEY  "Straw Hat Time at the Waldorf"Millinery: Cesar Rubio, Furs: HBA.  Fashions: Jeannene Booher for Claret, Countess Alexander, Junior Gallery,  Modern Couture, Leo Narducci, Pattullo-Jo Copeland, Ellen Tracy. Fragrance by Faberge. Show at 2:00. Reservations (\$10.00): 355-3000. Fashion Show  Director: Mia Grau, PL. 5-1127.

\_(continued on following page)\_\_\_\_

## - EASTER SUNDAY FASHION SHOWINGS (continued from page 2) -

Sunday EASTER SUNDAY VARIOUS WALDORF-ASTORIA
April 6 FASHION SHOW MANUFACTURERS SERT ROOM
1:00 P.M. "Straw Hat Time at the Waldorf"--Millinery: Jack McConnell New York at
Dinner Lord & Taylor. Furs: Ben Kahn. Fashions: Countess Alexander, Nat Kaplan,
Modern Couture, Leo Narducci, Pattullo-Jo Copeland, Sportempos. Fragrance
by Faberge. Show at 3:00. Reservations (\$10.00): 355-3000. Fashion
Show Director: Mia Grau, PL. 5-1127.

Monday SEVENTEENTH ANNUAL NATIONAL COTTON HOTEL PLAZA
April 7 COTTON FASHION AWARD COUNCIL OF AMERICA BALLROOM
3:30 P.M. The 1959 Cotton Fashion Award will be presented to Geoffrey Beene. "Blue Ribbon Cottons" fashion show by this year's and previous winners. By invitation. Publicity: Eleanor Lambert, MJ. 8-2130.

Monday PRESS PREVIEW: LORD & TAYLOR STAMFORD, CONN.
April 7 STAMFORD STORE
5:30 P.M.- By invitation. (Tues., April 8, Open House, by invitation. Open for business: Wed., April 9.) Publicity: Jeri Savidge, WI. 7-3300.

Beginning OPENING: ADVANCE JONNY HERBERT; 498 SEVENTH AVENUE Monday FALL COLLECTIONS PAB LTD. SHOWROOM - 18TH FLOOR April 7 Designed by Preston Smith. Continuous showings. Contact: Lo. 5-6900.

Beginning OPENING OF FALL ULLA 550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR April 7 Continuous, by appointment. Contact: Jean Milgrim, BR. 9-6310.

Tuesday OPENING OF FALL SPORTOWNE COAT LTD. 500 SEVENTH AVENUE
April 8 COAT COLLECTION SHOWROOM - 7TH FLOOR
2:00 P.M.& Both showings by reservation. Thereafter continuous. Contact: Richard
3:45 P.M. Copeland, 594-6900.

Tuesday PREVIEW OF FALL TUDOR SQUARE 1407 BROADWAY
April 8 SPORTSWEAR SHOWROOM - 21ST FLOOR
4:00 P.M. First collection designed by Tracy Mills for Tudor Square. By invitation.
Continuous thereafter. Contact: 279-8120. Publ.: Rea Lubar, 279-0790.

Beginning FALL KNIT AND DANIKA 498 SEVENTH AVENUE
Tuesday CAPSULE COLLECTIONS
April 8 Designed by Bruce Krull. Continuous showings. Contact: 924-4525.

Beginning SHOWING OF GOLDWORM 1410 BROADWAY
Tuesday FALL KNITWEAR SHOWFOOM - 20TH FLOOR

April 8 Continuous showings. Contact: 244-1700.

Beginning OPENING: KNITWEAR AND JUNIOR ACCENT

Tuesday CAPSULE COLLECTION SHOWROOM - 10TH FLOOR

April 8 Designed by June Francis and Cara Kirby. Continuous showings. Contact:

Chris Barnett, IO. 4-1434.

Tuesday ITALIAN READY-TO-WEAR CENTRO DI FIRENZE PITTI PALACE
April 8- SHOWINGS IN FLORENCE PER LA MODA ITALIANA FLORENCE, ITALY
April 12 Contact: CNDMI, 1 Via Tornabuoni, 50123, Florence, Italy.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 9	OPENING OF FALL COLLECTION Showing of fake fur coats		SHOWROOM - 11TH FLOOR
Wednesday April 9 12:30 P.M. Luncheon	AT LUNCHEON "Spring and Early Summer"	BLAUNER BOUTIQUE collection. Reservations	321 WEST 46TH STREET
Wednesday April 9 2:00 P.M.	FALL COLLECTION OF FAKE FURS Second show at 4:00. By	FAIRMOOR COAT reservation. Contact: LO.	512 SEVENTH AVENUE SHOWROOM - 18TH FLOOR 5-6340.
Thursday April 10 5:30 P.M.	PREVIEW OF NEW ROOM SETTINGS By invitation. Publicity	LORD & TAYLOR: Jeri Savidge, WI. 7-3300	
Saturday April 12- April 17		1-Winter ready-to-wear in	PALAIS DU C.N.I.T. PARIS, FRANCE Paris. Contact: Bruno
Sunday April 13- April 16	AUSTRIAN FASHION WEEK IN VIENNA Showing of women's ready-tindustrie, 4, Schwarzenber	to-wear. Contact: Fachver	VIENNA, AUSTRIA band der Bekleidungs-
Sunday April 13- April 15	FALL SHOE SHOWINGS Daily informal showings.	D'ANTONIO; I.S.; PALTER DE LISO Contact: Maureen Spindt,	HOTEL PLAZA SUITE 1168 924-1020.
Monday April 14 12:30 P.M. Luncheon		invitation. (All-day showing	n Shaw, Jay Rossbach.
April 14	6:00 P.M DESIGNER SHOE	GUILD, cocktails, Terrace	Room, Hotel Plaza
	OPENING: ADVANCE FALL COLLECTION By reservation. Contact:	MR. BLACKWELL Marcella Wolfe, BR. 9-857	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday	ADVANCE FALL COLLECTION Continuous showings of Jae	JAEGER ger sportswear. Contact:	430 PARK AVENUE SHOWROOM - 10TH FLOOR 758-6211.
April 15	OPENING: EARLY FALL COLLECTION "Trophy" collection of coa 10:00 A.M. By appointment	ts and suits for early Fa	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR L1. Also April 22 at 36-8867.
April 15-	SHOWING OF CANADIAN OUTERWEAR Showing of coats, suits, r Russell, Canadian Consulat	ainwear, car coats from Ca	McALPIN HOTEL 7TH FLOOR anada. Contact: Don
			-11-

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday April 15	OPENING OF FALL COLLECTION By appointment. Contact:	LEO NARDUCCI SFORT  Janet Bonomo or Gene Schwe	SHOWROOM - 11TH FLOOR
Wednesday April 16 9:30 A.M.	NEW ROOM SETTINGS	B. ALTMAN & CO.	7TH FLOOR By invitation.
Coffee	Publicity: Jane Warren, C		
Wednesday April 16 3:00 P.M.	MADE-TO-ORDER FURS	BERGDORF GOODMAN rder furs designed by Emer Fine, PL. 3-7300.	4TH FIOOR ic Partos. By invi-
Beginning Wednesday April 16	COLLECTION	AQUANALA tact: 736-1076.	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Thursday April 17 12:00 Noon Luncheon	Celebrities will model fa Fashion Coordinator: Vera Eess Myerson. Reservation	ISRAEL BONDS- N.Y. WOMEN'S DIV. shions from Israel. Acces Bacal. Commentator: Barb ns: Purchase of minimum \$5 Contact: OR. 7-9650, Ext.	ara Walters. Chmn.: 00 in Israel bonds;
Thursday April 17 3:00 P.M.	PREVIEW: ADVANCE FALL COLLECTION By reservation. Contact:	MOE NATHAN Valerie Ward, LW. 4-2717.	530 SEVENTH AVENUE SHOWFOOM - 26TH FLOOR
Thursday April 17 3:30 P.M.	'69-'70 SKIWEAR Advance showing of Ernst	Engel winter '69-'70 skiwe ation. Contact: Pat McMan	1407 BROADWAY-27TH FL. ar fashions, featuring
Beginning Thursday April 17	Continuous showings of ad	CLARET ORIGINALS  vance Fall collection desi  l.: Essie Pinsker, WI. 7-2	SHOWROOM - 8TH FLOOR gned by Jeannene Booher
Thursday April 17 4:00 P.M. Cocktails	Preview of Levino Verna's tion. Continuous showing	IAURENCE GROSS (498 SEVENTH AVENUE) first collection for Laur s beginning Mon., April 21 Firestone Associates, 924-	ence Gross. By invita- Contact: BR.9-3650.
Friday April 18 9:00 A.M. Breakfast	SKI COLLECTIONS	fashions from Munich at a	HOTEL PLAZA WHITE AND GOLD SUITE German breakfast. By
Friday April 18 12:00 Noon Luncheon	TELL" LUNCHEON Chmn.: Frances Hodges, Me	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA" rehandising Motivation; Sh \$20.00, guests. Contact:	BALLROOM eila Levy, Gimbels.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday April 19- April 23	Daily continuous showings apres-ski wear for men, w	MR. FRED FOR FUR AND SPORT s of fur parkas, ski coats women, children. Refreshme 9:00 A.M.) Contact: Al (	, sportcoats, hats, and ents. (Preview, by in-
Saturday April 19- April 23	Ski and winter sports app	SKI COUNCIL OF AMERICA (415 MADISON AVENUE) carel, equipment, footwear, Doris Taplinger, 874-3030	, accessories from 80
Saturday April 19- April 24	Ski TRADE SHOW Ski apparel, equipment, f cago, Fri., March 21-24,	SKI INDUSTRIES AMERICA (432 PARK AVENUE SOUTH) Cootwear, accessories from La Salle Hotel; Los Angele L.) Contact: Ralph des Roc	7TH AVE.& 33RD STREET 164 member firms. (Chies, Sat., March 29 -
April 21 10:30 A.M.8	OPENING: EARLY FALL COLLECTIONS Leonard Arkin at 10:30; A tion. Thereafter continu	ANDREW ARKIN Andrew Arkin and Miss Arkin	SHOWROOM - 6TH FLOOR at 11:00. By reserva-
April 21	OPENING: EARLY FALL COLLECTION By reservation. Contact:		530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
April 21	OPENING: EARLY FALL COLLECTION Designed by Dorothy Farbo		SHOWROOM - 15TH FLOOR
Monday April 21 12:00 Noon	OPENING OF FALL COLLECTION By reservation. Thereaft	PAUL BLUMENSTEIN; ALISON ser continuous. Contact: I	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR E. 6-6983.
April 21	COMPLETE COLLECTION FOR EARLY FALL Designed by Ole Borden. E	REMBRANDT  By reservation. Contact: Ma	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR array Solomon, 10.4-3600.
	FALL COLLECTION	MISS MIGNON  By reservation. Contact	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR BR. 9-5991.
Beginning Monday April 21	FALL COLLECTION	BIZET IMPORTS  usk to revelry. By appoin	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR atment. Contact:
Beginning Monday April 21	OPENING OF ADVANCE FALL COLLECTION Continuous by appointment	CUSTOM COUTURE  Contact: Jay Sarnoff, C	512 SEVENTH AVENUE SHOWROOM - 25TH FLOOR CH. 4-3550.
Monday	OPENING: EARLY FALL COLLECTION Continuous showings. Con	EDIE GLADSTONE	512 SEVENTH AVENUE SHOWROOM - 44TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday April 21	OPENING: ADVANCE FAIL COLLECTION Early Fall and apres-ski	DESIGN THAI collection. Contact: HA.	1 EAST 53RD STREET SHOWROOM - 10TH FLOOR 1-1676.
Monday April 21- April 29	EARLY FALL COLLECTION By appointment. Contact:	HELGA (722 So. L. A. Street) Walter Oppenheimer, 213	HOTEL GOTHAM SUITE 1609 - 1610 MA. 7-0806.
Beginning Monday April 21	EARLY FALL COLLECTION Continuous showings. Con	HOUSE OF JAMISON tact: Kay Farmer, OX. 5-48	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Beginning Monday April 21		NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWFOOM - 21ST FLOOR
Beginning Monday April 21		GAYLE KIRKPATRICK tact: LA. 4-7900.	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
Beginning Monday April 21	OPENING: ADVANCE FALL COLLECTION Designed by Ronnie Simon.	PF KNITS	530 SEVENTH AVENUE SHOWROM - 10TH FLOOR ontact: BR. 9-0952.
Beginning Monday April 21		THE SIDNEYS	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday April 21	OPENING: EARLY FALL COLLECTION Designed by Bill Haire. Publicity: Essie Pinsker	VICTORIA ROYAL LTD.  Continuous showings. Cont Associates, WI. 7-2514.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR Eact: WI. 7-6845.
9:00 A.M.	OPENING OF FALL COLLECTION Fall collection designed floor, by invitation only showroom. Contact: Jeann	JERRY SILVERMAN  by Shannon Rodgers for Jer  Thereafter by appointment  Dionne, CH. 4-4940 or CH	530 SEVENTH AVENUE SHANNON RODGERS' STUDIO Try Silverman, on 25th ent only, 10th floor H. 4-7522.
April 22	OPENING OF FALL COLLECTION Also April 23, 24, 30 at		530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR Contact: LA. 4-7626.
April 22	OPENING: ADVANCE FALL COLLECTION Designed by Belle Saunder Publicity: Betty Yarmon,	s. By reservation. Conta	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR act: LO. 4-9194.
Tuesday April 22 11:45 A.M.	OPENING: ADVANCE FALL COLLECTION By reservation. Contact:	JOBERE BY ANTHONY MUTO Jean Palitz, PE. 6-1351.	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
	OPENING OF FALL CAPSULE COLLECTION By reservation. Contact:	NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 22 3:00 P.M.	DESIGNED BY GUNTER	PROJECT II (530 SEVENTH AVENUE) r in showroom, 24th floor.	111 WEST 40TH STREET
Tuesday April 22 4:00 P.M. Cocktails	Designed by Nan Herzlinge	MALLORY (530 SEVENTH AVENUE) r. By invitation. Theresontact: Betty Hanson, WI.	fter in showroom, 19th
Tuesday April 22 4:00 P.M. Cocktails		CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE) rs collection in Crompton Helen Boyd, 10. 4-2900.	BALLROOM
Tuesday April 22 4:00 P.M.		HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR act: PE. 6-5547.
Beginning Tuesday April 22	OPENING OF FALL COLLECTION Continuous showings. For		498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR h Shiller, 947-9677.
Beginning Tuesday April 22	FALL COLLECTION	MILBO, INC. atroduce the early Fall co Contact: Bob Miller, 59	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR llection for Milbo. 4-6880.
Beginning Wednesday April 22	FALL COLLECTION	KEN SCOTT (MILAN, ITALY) Alina Roux, 246-2747.	16 WEST 55TH STREET SHOWRCOM - 2ND FLOOR
April 23	SHOWING OF FALL KNITS Fall collection of dresses Sylvia, OX. 5-2900. Publi	STJ BY MARSHALL KLUGMAN , coats, pants. By reser city: Essie Pinsker Assoc	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR vation. Contact: Doug iates, WI. 7-2514.
April 23	OPENING: ADVANCE FALL COLLECTION Also April 25, 29 at 10:30	PATTULIO-JO COPELAND  . By reservation. Contact	SHOWROOM - THERE TIOOP
April 23	OPENING OF FALL COLLECTION By reservation. Contact:	GINO CHARLES 524-4510. Publ.: Rea Luba	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR ar, 279-0790.
April 23	OPENING: EARLY FALL COLLECTION Designed by Don Breitinger Contact: LA. 4-0237.		530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR con. By reservation.
Wednesday April 23 1:00 P.M.	OPENING: FALL AND WINTER COLLECTION Designed by George Samen.		498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR ry Lou Levine, OX.5-6234.
Wednesday April 23 2:00 P.M.	OPENING OF EARLY FALL COLLECTION Showing of coats, suits, co	ostumes. By invitation.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR Informal showing -8-

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday April 23 2:30 P.M.	OPENING OF EARLY FALL COLLECTION Designed by Marie McCarthy reservation. Contact: CH	ASSOCIATES, INC. y. Also April 29, May 14,	
Wednesday April 23 3:00 P.M.	OPENING: EARLY FALL COLLECTION By reservation. Contact:		SHOWROOM - 7TH FLOOR
Wednesday April 23 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION Fall press preview of Ado. Also April 24 at 2:00. B	lph Blank collection desig	ned by Christian Mann.
Wednesday April 23 4:00 P.M. Cocktails	OPENING OF FALL COLLECTION By invitation. Thereafte: Contact: Marjorie Corbett	r by appointment, 500 Seve	500 CLUB 500 SEVENTH AVENUE nth Ave., 15th floor.
Wednesday April 23 5:00 P.M. Cocktails	COLLECTION	CEIL CHAPMAN, INC.  collection. By invitatio xier, 947-9470.	SHOWROOM - 14TH FLOOR
Wednesday April 23 6:00 P.M 7:30 P.M.	DESIGNER FASHIONS Introduction of "Fashion 1	LADIES HOME JOURNAL; LORD & TAYLOR News/Real", new special fe seven young designers fea : Rita Farrell, 935-3400.	STREET FLOOR ature in Ladies Home
Thursday April 24 9:30 A.M.	OPENING OF NEW COLLECTION By reservation. Contact:		530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
April 24	OPENING: EARLY FALL COLLECTION Designed by Sony Schotland Murray Gross, IA. 4-5511.		225 WEST 37TH STREET SHOWROOM - 12TH FLOOR fter at 2:30. Contact:
April 24	OPENING: ADVANCE FALL COLLECTION Designed by Philippe Tourn Publicity: Betty Yarmon,	naye. By reservation. Co	SHOWROOM - 15TH FLOOR
Thursday April 24 12:30 P.M. Luncheon	ANNUAL KNITWEAR FASHION SHOW Presentation of new fashion Chemical; American Cyanamana Bancroft; Celanese; Dow Bancroft; Celanese; Malina, Viscose; Hystron; Malina, Fashion Show produced by In Edward A. Brandwein, MU.	OUTERWEAR ASSN on concepts at 51st Annual id; American Enka; Beaunit adische; DuPont; Eastman C Monsanto; Phillips Fibers Mia Grau. Press by invita	GRAND BALLROOM Convention by: Allied Fibers; Joseph hemical; FMC; American ; The Wool Bureau.
Thursday April 24 1:00 P.M.	OPENING: FALL AND WINTER COLLECTION Designed by George Samen.	BOUTIQUE	SHOWROOM - 12TH FLOOR

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 24 1:00 P.M.	OPENING OF EARLY FALL COLLECTION Also April 25 and 29 at 1:	HARVEY BERIN	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR tact: PE. 6-0206.
Thursday April 24 1:30 P.M.	FALL COLLECTION	ADRI Salli Hackett, 736-6180.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday April 24 2:30 P.M.		BRANELL; MISS BRANELL PE. 6-6983.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday April 24 2:30 P.M.	OPENING: ADVANCE FALL COLLECTION Designed by Philippe Tourn Publicity: Betty Yarmon, T	naye. By reservation. Co	530 SEVENTH AVENUE SHOWROOM - 15TH FLCOR ntact: 10. 4-9194.
Thursday April 24 2:30 P.M.	OPENING: EARLY FALL COLLECTION Also April 29 at 2:30. By		550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR telle Marr, LO. 3-1600.
Thursday April 24 4:00 P.M. Cocktails		(512 SEVENTH AVENUE)	exclusively. By invi-
Thursday April 24 4:00 P.M.	OPENING OF FALL COLLECTION Also Wed., April 30 at 4:0 Contact: Roslyn Shoenthal,	MALCOLM STARR  Oo. Designed by Elinor Size 594-0030.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR mmons. By reservation.
Beginning Thursday April 24	FALL COLLECTION	CAMEO EVENING FASHIONS; 5:30 P.M. cact: PE. 6-0151.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Thursday April 24	OPENING OF EARLY FALL COLLECTION Designed by George Nardiel	KIKI HART  Lo. By appointment. Con	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR tact: WI. 7-7457.
Tuesday April 29 4:00 P.M.	OPENING OF FALL AT-HOME COLLECTION By reservation. Contact:	MAICOLM STARR INTERNATIONAL Roslyn Shoenthal, 594-003	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 30 7:30 P.M.	ANNUAL STUDENT FASHION SHOW Awards will be presented t Betsy Daniels, Erika Elias John Moore, Leo Narducci, Dinner at 9:00 P.M. Price	o students by designer-cr., Meredith Gladstone, Star Norman Norell, Ilie Wacs.	itics: Donald Brooks, nley Herman, David Kidd, Chester Weinberg.
	PREVIEW: FALL, COLLECTION Preview of Bonnie Cashin's Beginning Mon., May 5, dai Scheer, IO. 5-0274. Public	Fall collection for Philips at 9:30, by appointment	ip Sills. By invitation.

DATE WHAT'S GOING ON GIVEN BY WHERE FALL COLLECTIONS IN CALIFORNIA BY LOS ANGELES FASHION GUILD Sunday May 4 Contact: Walter Oppenheimer, 213-MA. 7-0806. 205 WEST 39TH STREET Tuesday PRESS PREVIEW: MOLELIA SHOWROOM - 14TH FLOOR May 6 FALL COLLECTION 10:30 A.M. Designed by Don Simonelli. Thereafter by appointment. Contact: PE.6-8888. Tuesday FALL HANDMACHER-VCGEL 533 SEVENTH AVENUE BY MARIO FORTE May 6 COLLECTION SHOWROOM - 15TH FLOOR 2:30 P.M. One showing only. By reservation. Contact: Ben Goldstein, 564-7832. Tuesday PREVIEW OF SIREN LINGERIE CO. ST. REGIS May 6 FALL LINGERIE (105 MADISON AVENUE) ROOF Showing of Fall lingerie and introduction of "at-home" collection designed 4:30 P.M. Cocktails by Arthur Williams. By invitation. Show at 4:30, followed by cocktails. Contact: Dorothy Mohr, 689-9450. Wednesday DESIGN AWARD FOAM FASHION FORUM HAYDEN PLANETARIUM May 7 FASHION SHOW CENTRAL PARK WEST(81ST) 5:00 P.M. Second annual design award presentation and fashion show "A Galaxy of Cocktails Fashion" preceded by Planetarium show "Captives of the Planets". By invitation. Publ.: Jacqueline Ryan, Streisand, Zuch & Freedman, 759-6850. Monday OPENING OF SAM FRIEDLANDER 530 SEVENTH AVENUE May 12 FALL COLLECTION SHOWROOM - 2ND FLOOR 10:45 A.M. Special showing. By invitation. Contact: PE. 6-2663. Monday OPENING OF GEOFFREY BEENE 530 SEVENTH AVENUE May 12 FALL COLLECTION SHOWROOM - 12TH FLOOR 12:00 Noon Also May 13, 15, 19, 20, 21 at 12:00 Noon. By reservation. Contact: IW. 4-C454 Monday PRESS PREVIEW: HANNAH TROY 530 SEVENTH AVENUE FALL COLLECTION BY MURRAY NIEMAN May 12 SHOWROOM - 2ND FLOOR 4:00 P.M. By invitation. Buyer showings: May 13, 20, 27, June 3 at 1:00 P.M. By Cocktails reservation. Contact: Lee Lerner, 10. 3-0988. Tuesday OPENING OF TIFFEAU-BUSCH 550 SEVENTH AVENUE May 13 FALL COLLECTION SHOWROOM - 8TH FLOOR 9:30 A.M. Also May 15, 20, 22 at 9:30. By reservation. Contact: WI. 7-4551. Tuesday OPENING OF CHUCK HOWARD; 550 SEVENTH AVENUE FALL COLLECTIONS CHUCK HOWARD BOUTIQUE SHOWROOM - 2ND FLOOR May 13 10:30 A.M. Also May 15, 21 at 10:30. By reservation. Contact: Lucille Tice, 10.4-2155. Tuesday OPENING OF FALL MOLLIE PARNIS 530 SEVENTH AVENUE May 13 COLLECTION SHOWROOM - 18TH FLOOR 12:00 Noon Also May 14 and May 20 at 12:00 Noon. By reservation. Contact: BR.9-5012. Tuesday OPENING OF TEAL TRAINA 550 SEVENTH AVENUE May 13 FALL COLLECTION SHOWROOM - 22ND FLOOR 1:00 P.M. Also May 14, 19, 20, June 2, 3 at 1:00. By reservation. Contact: Jean Roberts, LA. 4-3520.

Also May 15, June 4 at 2:30. By reservation. Contact: Mary Kloss, 10. 4-9220.

CHRISTIAN DIOR-

NEW YORK, INC.

498 SEVENTH AVENUE

SEOWROOM - 17TH FLOOR

-11-

Tuesday

May 13

2:30 P.M.

OPENING OF FALL

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 13 5:00 P.M. Cocktails	MELL COLLECTION	PIERRE CARDIN PARIS-NEW YORK can-made ready-to-wear, de PE. 6-8888.	934 FIFTH AVE. (79 ST.)
Wednesday May 14 10:30 A.M.	COLLECTION	SAMUEL WINSTON t 10:30 A.M. By reservati	SHOWROOM - IIIn FLOOR
Wednesday May 14 2:30 P.M.	BY BILL BLASS Also May 20. 23. and June	MAURICE RENTNER, LTD.  3 at 2:30. By reservation invitation. Contact: LA.	n. (Press show Mon.,
May 14	4:00 P.M CHESTER WEINE	BERGPRESS SHOW. By invit	ation.
May 15	2:30 P.M OSCAR DE LA F	RENTAPRESS SHOW. By invi	tation.
Thursday May 15 4:00 P.M.	FALL COLLECTION	DONALD BROOKS and 27 at 4:00 P.M. By re	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR servation. Contact:
Thursday May 15 4:00 P.M.	FALL COLLECTION Also May 19, 21, 26, June	CHESTER WEINBERG 2 at 4:00 P.M. By reserve invitation.) Contact: Bo	SHOWROOM - 10TH FLOOR vation. (Press show
Friday May 16 10:30 A.M.	COLLECTION Also May 21, 28, June 4 a	oscar DE LA RENTA at 10:30. By reservation. ation.) Contact: Mabel Gla t, MU. 8-2130.	SHOWROOM - 23RD FLOOR (Press show Thurs.,
May 19	"Superstars Fall '69"a	ASSN(347 FIFTH AVE.) handbag extravaganza. By	HOTEL PIERRE BALLROOM invitation. Publicity:
May 19	BILL BLASS-MAURICE RENTNE	ER PRESS SHOW, 3:00 P.M. I	By invitation.
Tuesday May 20 10:30 A.M.	Also May 21 at 10:30. By Show: Wed., May 21 at 3:0	SARMI, INC.  NANDO COUTURE, LTD.  invitation. Thereafter by 00 P.M., by invitation.) Sa ontact: Marie Lippi, 947-7	armi contact: Dorothy
May 20	OPENING OF FALL COLLECTION Designed by David Kidd. Publicity: Eleanor Lamber	MARQUISE  By reservation. Contact: rt, MU. 8-2130.	512 SEVENTH AVENUE SHOWROOM - 35TH FLOOR BR. 9-5794.
Tuesday May 20 5:00 P.M.	SPRING 1970 FABRIC SHOWCASE By invitation. Contact:	CELANESE FIBERS CO. (522 FIFTH AVENUE) Bruce Starnoff, TN. 7-2000	ST. REGIS ROOF

1970		
JANUARY	FEBRUARY	MARCH
S M T W T F S  1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
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JULY	AUGUST	SEPTEMBER
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OCTOBER	NOVEMBER	DECEMBER
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